

Statewide Lodging Performance										
Market Year	Month of October					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2006	65.7%	\$100.55	\$66.02	90,221,651	137,412,987	65.1%	\$97.77	\$63.63	871,595,924	1,339,211,485
2007	66.7%	\$107.51	\$71.68	93,146,949	139,707,111	65.1%	\$103.73	\$67.56	883,379,273	1,356,372,908
% change	1.5%	6.9%	8.6%	3.2%	1.7%	0.0%	6.1%	6.2%	1.4%	1.3%
2006	68.1%	\$95.84	\$65.24	11,089,317	16,290,872	68.3%	\$94.59	\$64.59	109,084,191	159,755,273
2007	69.6%	\$101.25	\$70.48	11,422,323	16,408,672	68.9%	\$100.92	\$69.50	110,213,727	160,035,468
% change	2.2%	5.6%	8.0%	3.0%	0.7%	0.9%	6.7%	7.6%	1.0%	0.2%
State of Arizona										
2006	69.8%	\$100.83	\$70.35	2,141,809	3,069,837	68.3%	\$98.96	\$67.56	20,646,651	30,242,136
2007	69.7%	\$107.09	\$74.59	2,170,295	3,115,996	68.2%	\$105.91	\$72.25	20,656,546	30,279,515
% change	-0.1%	6.2%	6.0%	1.3%	1.5%	-0.1%	7.0%	6.9%	0.0%	0.1%
Metro Phoenix										
2006	70.6%	\$116.19	\$82.00	1,138,748	1,613,488	69.2%	\$113.30	\$78.39	11,051,297	15,972,442
2007	70.0%	\$122.77	\$85.93	1,145,958	1,637,358	68.4%	\$121.41	\$83.04	10,915,380	15,958,954
% change	-0.8%	5.7%	4.8%	0.6%	1.5%	-1.2%	7.2%	5.9%	-1.2%	-0.1%
Metro Tucson										
2006	67.4%	\$95.54	\$64.41	317,149	470,425	68.6%	\$93.64	\$64.28	3,198,999	4,660,015
2007	67.4%	\$103.25	\$69.58	321,445	476,966	68.3%	\$101.96	\$69.65	3,157,904	4,622,913
% change	0.0%	8.1%	8.0%	1.4%	1.4%	-0.4%	8.9%	8.4%	-1.3%	-0.8%
Flagstaff AZ										
2006	70.6%	\$71.12	\$50.18	107,877	152,892	67.5%	\$72.38	\$48.89	1,011,392	1,497,288
2007	70.9%	\$76.78	\$54.47	107,624	151,714	68.2%	\$77.54	\$52.85	1,018,222	1,493,792
% change	0.4%	8.0%	8.5%	-0.2%	-0.8%	1.0%	7.1%	8.1%	0.7%	-0.2%
Non-metro AZ										
2006	71.4%	\$77.28	\$55.21	656,311	918,716	67.2%	\$76.57	\$51.48	6,028,108	8,965,907
2007	71.2%	\$83.45	\$59.41	667,892	938,184	68.8%	\$82.32	\$56.64	6,244,042	9,075,056
% change	-0.3%	8.0%	7.6%	1.8%	2.1%	2.4%	7.5%	10.0%	3.6%	1.2%

Source: Smith Travel Research